



Labyrinth
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It would be nice to design and launch an Augmented Reality Idea Labyrinth App.

• Who is your Audience? Potential Donor? Client? Target?

Big companies and organisations

It can be used:

- in team building and team working
- in change of mindset processes
- as an innovation and problem-solving process and tool
- it' can also be used as a mindful tool to increase concentration, awareness, motivation, happiness, "ikigai" in individuals at work
- in marketing and communication with clients and customers

• What specifically do you want that particular audience / client to do? What specific action do you want them to take?

The client/s could:

- sponsor the design and realisation of the Idea Labyrinth AR App > EUR 50k
- launch the new app in a public event or a series of event > EUR 20k
- organise Idea Labyrinth AR App sessions and training across the company > EUR 30k+

• Why should they? How will they benefit from this donation / sponsorship?

"Why should I?" "What's in it for me as a Company/Organization?"

- I love the concept of Idea Labyrinth, but I don't have the right location to install a real labyrinth AND I want to have the opportunity to walk it or use it any time I want
- I want to include and connect my staff all over the world
- I need to embark on change of mindset process and want to pursue my objective in the most innovative way
- I want a Wow, cutting-edge, state-of-the-art activity when I have already tried all possible forms of team building and facilitation
- I want to engage my clients and customers with a new meaningful, insightful, inspiring, shared experience

• Anything else your team should know? What makes you a good investment for your donor? How much are you looking for as a donation / sponsorship?

Please see attached draft presentation of Idea Labyrinth as it is now.